

# BEN RAEMER

Experiential Creative Director | Retail, Activations & Branded Environments

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## PROFESSIONAL SUMMARY

Experiential creative director with 15+ years leading branded environments, activations, retail systems, pop-ups, and integrated physical-digital experiences from concept through execution. Strongest where creative ambition, operational complexity, and production realities intersect. Experienced translating strategy into scalable, buildable systems while aligning clients, designers, production teams, vendors, and stakeholders around a clear creative spine.

## CORE STRENGTHS

- Experiential concept development
- Retail and branded environments
- Spatial storytelling and audience flow
- Activation systems and modular deployment
- Pitch and client leadership
- Production and fabrication alignment
- Cross-functional creative leadership
- Concept-to-execution continuity

## SELECTED CLIENT EXPERIENCE

Samsung, Microsoft Xbox, Gucci, Saint Laurent, Balenciaga, Louis Vuitton, Cartier, Kering, Luxottica, L'Oreal, MAC Cosmetics, Heineken, BAT Canada, Vuse, VELO, Unilever, Target, Walmart

## PROFESSIONAL EXPERIENCE

### RAEMER STUDIO | Founder and Creative + Strategy Director | 2018-Present

- Lead experiential, retail, and branded-environment projects for agencies and direct clients across luxury, beauty, tech, lifestyle, and regulated adult categories.
- Develop concept-to-execution systems spanning strategy, spatial storytelling, customer flow, presentation narratives, fabrication alignment, and rollout consistency.
- Direct cross-functional collaboration between clients, strategists, designers, production vendors, and installation teams.
- Created modular activation frameworks and scalable experiential systems for BAT Canada, Vuse, VELO, and McLaren partnership activations.

### SILVESTRI CALIFORNIA | Interim Vice President, Creative & Marketing | Jan 2023-Jun 2023

- Led creative direction and marketing alignment across luxury eyewear and retail programs.
- Directed visual strategy, presentation systems, merchandising alignment, and cross-functional communication during organizational transition.

### BARROWS NORTH AMERICA | Retail Store Design Lead | 2013-2018

- Led experiential retail and branded-environment programs for Samsung, Microsoft Xbox, Nike, and other global brands.
- Developed modular retail systems, interactive pop-ups, customer journeys, and scalable branded environments.
- Managed vendor coordination, fabrication alignment, and rollout systems across multi-market deployments.
- Supported initiatives that reduced build costs and accelerated deployment timelines through modular systems thinking and production alignment.

### EARLIER EXPERIENCE | Shapeways | Length Width Height | POP Displays

- Background spanning fabrication, prototyping, display systems, and product-oriented spatial thinking.
- Developed production literacy across materials, tolerances, finishes, assembly systems, and execution workflows.

## EDUCATION

Central Saint Martins College of Art & Design - Bachelor of Arts with Honors, Product Design

Florida Institute of Technology - Bachelor of Science, Aviation Sciences

## CERTIFICATIONS

FAA Commercial Multi-Engine Fixed-Wing Pilot License

OSHA 30-Hour General Industry Outreach Training

Stop The Bleed Certified